

Report to Cabinet

Subject: Draft Sport and Leisure Activity Strategy

Date: 7 November 2019

Author: Leisure Transformation Manager

Wards Affected

All

Purpose

The purpose of this report is to update Cabinet on the preparation of a Sport and Leisure Activity Strategy and to seek approval to go out to consultation on the draft Strategy.

Key Decision

This is a key decision as the strategy is likely to have a significant effect on communities living or working in the Borough.

Recommendation(s)

THAT:

- 1) Cabinet agree for the draft Sport and Physical Activity Strategy to go out to consultation for two weeks to ensure it identifies and includes all of the target areas from extensive initial engagement and consultation held earlier in the year.**

1 Background

- 1.1 The Gedling Plan identified 'Healthy Lifestyles' as a priority with a key area particularly around improving and promoting health and wellbeing of our residents. Gedling Borough Council (GBC) is committed to ensuring that our residents are given the opportunity to engage in sport and physical activity.
- 1.2 Developing a Sport and Physical Activity Strategy was a key action in the Gedling Plan which identified that the Council would support physically active lifestyles by:
 1. Developing a Sport and Physical Activity Strategy
 2. Developing an Investment Plan for our leisure facilities
 3. Developing investment opportunities into sport outreach programmes
 4. Maximising income generation at the leisure facilities
- 1.3 The Sport, Leisure and Culture Consultancy (SLC) were appointed for the preparation of the Sport and Physical Activity Strategy and were part funded by Sport England for this work.
- 1.4 The draft Sport and Physical Activity Strategy for Gedling outlines the importance of being physically active, the key health issues for Gedling, the areas of lower participation rates and the financial cost of inactivity in Gedling. The draft Sport and Physical Activity Strategy is informed by the findings from extensive public, sports clubs/users, partners and stakeholder consultation that took place earlier in the year.
- 1.5 Consultation took place with the following; Sport England, Active Notts, core National Governing bodies, Nottingham County Council, public health departments and local schools. Internal stakeholders were the Council's planning department, parks and open spaces department, communities team and leisure services.
- 1.6 Consultation via focus groups was undertaken by the Council. Three group sessions were held: A Senior Council, Newstead Youth Club and a joint Juniors and Seniors Council. The key areas for discussion at these focus groups were:
 - Participants' understanding of "sport" and "physical activity"
 - Their current and desired levels of activity, perceptions of

healthy levels of physical activity

- Barriers to being more physically active
- Motivations for being physical active
- Enablers and opportunities to encourage physical activity.

1.7 The Council hosted and distributed an online survey through their communications network asking local residents to contribute their insight and views to the development of a sport and physical activity strategy. The aim of the survey was to seek feedback from residents on their own levels of physical activity, the barriers that may prevent local people from being more physically active and their perceptions of the Council's existing facilities and service provision.

1.8 Engagement was also undertaken with local sports clubs via an online questionnaire to seek their views on current opportunities for sport and physical activity in the local area and how any challenges can be overcome in the future.

1.9 This draft Strategy uses the data from Active Notts and information from the consultation to identify key outcomes for the Strategy. The draft Sport and Physical Activity Strategy is also informed by the findings from extensive public, partner and stakeholder consultation and as a result, the following strategic outcomes have been identified in the draft Strategy:

1. *get more people more active, more often*

2. *increase participation in three target areas:*

a. Those aged 55+

b. Those with a limiting illness/disability

c. Children and young people

3. *Improving access / signposting to Sport, Physical Activity and Mental Health Opportunities*

4. *Contributing to community cohesion and isolation through sport and physical activity*

1.10 In order to achieve the strategic objectives, the Council and partners are developing a detailed action plan (set out in the draft Strategy) which will cover the following themed areas:

- **Active People**
- **Active Partnerships**
- **Active Environments**
- **Active Places**

- 1.11 The draft Strategy outlines some example actions that could be taken to meet the objectives and a suite of key performance indicators are included in Appendix 1 to the report.
- 1.12 Whilst extensive consultation has already been carried out to feed into the preparation of the draft Strategy, now the Strategy has been drafted, formal consultation is sought on the draft version. The consultation for two weeks is with the stakeholders, partners and the public, to confirm that they endorse the outcomes in the Strategy and it enables consultees to provide suggestions as to how these outcomes can be met and monitored. This consultation will include online presentations and all of the original stakeholders/partners/clubs will be emailed and asked to provide feedback.
- 1.13 The Council has a legal obligation to consult with the public for a reasonable period on key Strategies and Policies. The Council deem that the two-week period of consultation is reasonable given that there has already been extensive consultation in the formation of this Strategy.
- 1.14 Following the additional consultation, the findings and comments will be considered in the preparation of the final version of the Sport and Physical Activity Strategy which will come back to Cabinet for approval and adoption. The final version will be branded and be in line visually with all other strategic documentation that the Council has.
- 1.15 An Equality Impact Assessment has been completed and is attached as Appendix 2 to this report. The final Sport and Physical Activity Strategy should be seen to have a positive effect on the target areas outlined in paragraph 1.9 which will in turn aid the Borough to impact the priority area of supporting healthier lifestyles.

2 Proposal

- 2.1 It is proposed that Members note the extensive consultation that has already been undertaken in the preparation of the draft Sports and Physical Activity Strategy and approve a further consultation with the public and stakeholders for a period of two weeks on the draft Strategy at Appendix 1 to this report, in line with this report.

3 Alternative Options

- 3.1 That Members do not approve consultation on the draft Sport and Physical Activity Strategy or approve consultation for a longer period. Gedling Borough Council does not currently have a Sport and Physical Activity Strategy and legally it is not a statutory requirement but this is included as part of the Gedling Plan and is essential to inform investment into facilities or programmes. Consultation on such a document is necessary to ensure all relevant stakeholders and the public have the opportunity to feed into the document. An informal extensive consultation has already been carried out to feed into the preparation of the draft Strategy and the feedback from that consultation has been incorporated into the draft. A further period of consultation is deemed necessary on the draft version to ensure the final Strategy is a collaborative document which includes accurate data to formulate the right outcomes and objectives. Given the amount of consultation that has already been undertaken on the preparation of the document, it is felt that a period of 2 weeks is sufficient for this second phase.
- 3.2 That Members approve a different draft Strategy to go out for consultation. This is not recommended as this current draft strategy is based on extensive data and stakeholder feedback.

4 Financial Implications

- 4.1 There are no financial implications in respect of the consultation on the draft Sport and Physical Activity Strategy but should the Council adopt the final version of the Strategy then there may be implications if the Council wish to change the way that the leisure service runs and what is included. SLC have been instructed to prepare the draft Strategy and this has been partly funded by Sport England.

5 Appendices

- 5.1 Appendix 1 - Draft Sport and Physical Activity Strategy.
- 5.1 Appendix 2 - Equality Impact Assessment

6 Background Papers

- 6.1 Gedling Plan

7 Reasons for Recommendations

- 7.1 To ensure that the views of the public and stakeholders are sought on the draft version of the Sports and Physical Activity Strategy prior to the final

version of the Sport and Physical Activity Strategy being considered for adoption. This Strategy as highlighted throughout the report will be a key document for the future of the leisure services and Gedling.